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
Docket No. P-221

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Presented) A system for controlling a TV having an OSD (On Screen Display) function, comprising:

 a service site server configured to provide a user OSD set menu and an OSD generation program which corresponds to original information of the TV, wherein the OSD generation program is configured to provide a plurality of language selections and  a plurality of viewing and display processing format selections;

a control unit configured to receive the user OSD set menu and the OSD generation program from the service site server and to generate a corresponding OSD; and

a video processing unit configured to display the OSD generated by the control unit on a screen.

2. (Currently Amended) The system according to claim 1, ~~wherein the TV~~ further comprises comprising a storing unit configured to store the original information, contact information related to the service site server, and the OSD generation program which corresponds to the original information.

3. (Previously Presented) The system according to claim 1, wherein the service site server is configured to make contact with the control unit through a network interface unit.

4. (Currently Amended) The system according to claim 1, wherein the plurality of viewing ~~formats comprises~~ format selections comprise a plurality of aspect ratios, and wherein the plurality of display processing formats comprises at least NTSC and PAL.

5. (Previously Presented) The system according to claim 1, wherein the user OSD set menu is configured to allow a user to select a user request language from the plurality of language selections provided by the OSD generation program, and to select a user request format from the plurality of viewing and display processing format selections provided by the OSD generation program.

6. (Previously Presented) The system according to claim 5, wherein the format comprises at least one of a display processing type format and an aspect ratio format.

7. (Previously Presented) The system according to claim 2, wherein the original information comprises at least a model name or a model number of the TV.

8. (Previously Presented) The system according to claim 2, wherein the contact information comprises a URL (Uniform Resource Locator).

9. (Previously Presented) The system according to claim 2, wherein the control unit is configured to contact the service site server using the contact information stored in the storing unit, and to store an OSD generation program which corresponds to an OSD set menu selected by a user from a plurality of user OSD set menus stored in the storing unit.

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10. (Previously Presented) The system according to claim 9, wherein the control unit is configured to receive an operation order signal input by a user, to access the OSD generation program stored in the storing unit, and to generate an OSD based on the operation order signal.

11. (Currently Amended) A control method of a TV having an OSD (On Screen Display) function, comprising:

receiving a user OSD set menu which corresponds to original information of the TV by contacting a service site server when an OSD set key signal is generated;

receiving an OSD generation program which corresponds to a user request OSD set menu; and

generating a user OSD which reflects a user selected language and user selected viewing and display processing formats corresponding to an operation order signal by accessing the OSD generation program when the operation order signal is input by a user.

12. (Previously Presented) The control method according to claim 11, wherein receiving the user OSD set menu comprises uploading the original information of the TV by contacting the service site server, and receiving a user OSD set menu which corresponds to the uploaded original information.

13. (Previously Presented) The control method according to claim 11, wherein generating the user OSD comprises updating a former OSD generation program with the received OSD generation program, and generating an OSD which corresponds to the operation order signal by using the updated OSD generation program.

14. (Previously Presented) The control method according to claim 11, wherein the original information comprises at least a model name or a model number of the TV.

15. (Previously Presented) The control method according to claim 11, wherein the OSD generation program comprises a plurality of language selections and a plurality of viewing and display processing format selections.

16. (Previously Presented) The control method according to claim 15, further comprising selecting a user request language from the plurality of language selections provided by the OSD generation program, and selecting a user request format from the plurality of viewing and display processing format selections provided by the OSD generation program.

17. (Previously Presented) The control method according to claim 16, wherein the plurality of viewing format selections comprises a plurality of aspect ratios, and wherein the plurality of display processing format selections comprises at least NTSC and PAL.

18. (Previously Presented) A TV having an OSD (On Screen Display) function, comprising:

a network interface unit configured to receive an OSD generation program which provides a user OSD set menu corresponding to original information of the TV, a plurality of language selections, and a plurality of viewing and display processing format selections from a service site server;

a storing unit configured to store the original information and contact information of the service site server;

a control unit configured to transmit the original information of the TV received from the service site server, to store the OSD generation program corresponding to an OSD set menu selected by a user from a plurality of user OSD set menus stored in the storing unit, and to generate an OSD by using the OSD generation program stored in the storing unit when an operation order is input by a user; and

a video processing unit configured to display the OSD generated by the control unit on a screen.

19. (Previously Presented) The TV having the OSD function according to claim 18, wherein the user OSD set menu is configured to allow a user to select a user request language from the plurality of language selection provided by the OSD generation program, and OSD format information for selecting a user request format from the plurality of viewing and display processing format selections provided by the OSD generation program.